



FIVE YEARS OF PR

Five years of establishing successful partnerships



MEAComS Celebrates Five Years in Business



Cairo, Egypt - On 3rd August 2013, We celebrated five years of doing business among friends and partners who have continued to show support all along our way. Our work over the years has taught us to appreciate personal relations with our partners, at times more than our professional affairs, for the value it has added to our lives. Through our good and bad times, we stuck together to make **MEAComS** what it is today: **an organization that encourages empowerment, innovation, and passion in everything we do.**

With evermore to give, the MEAComS team feels deeply indebted to our endeared clients, for allowing us the space and ingenuity in our work, and driving us to deliver the best results. We are personally and professionally thankful to them for enabling us room to grow.

Specially acknowledging those who marked milestones in our success:

- * **Noha Fathy:** My personal role model within the corporate world. Your professionalism with clients sets the par very high!
- * **Hana Ibrahim:** By nature of being Leos, we work as a perfect match! I admire your work and hold much gratitude for portraying MEAComS in such a creatively crafted way.
- * **Lamia Ahmed:** As my younger sister, you showed me support in ways I had never thought possible! In light of my life and work, I hope I make you proud.
- * **O Maher:** Our Godfather and my hotline support in whatever and whenever I need him!
- * **Fatma El Baradie:** An HR consultant who coached me on the art of conducting interviews, and much more. Thank you, your work will always be appreciated.

And last but not least, I would like to bestow special thanks and loving gratitude upon my beloved father, for being the impetus behind MEAComS' existence.



Even though we celebrate a landmark in our success, we cannot overlook the momentous times that our country is going through.

2013 has been full of startling events, while some were fearful to the future of Egypt, others have reaffirmed our nation's capacity to overcome difficulties and pursue a promising prospect.

Ramadan had marked a shift in the social and political paradigm this year, with the removal of former President Mohamed Morsi, and the nation's reactions to these events. While violence and social unrest still plague our beloved nation, resulting in sluggish business growth, we believe that the best is yet to come, and our economy will outgrow this phase to restore its full potential.

Until we meet soon, I wish you all the best of fortune.

Regards,
Fatma z. Ahmed
Managing Director





Press Conference for Novartis Egypt

Novartis Egypt in cooperation with the Association for Care of Liver Transplant Patients held a press conference under the title 'Liver Transplant: Hope for a New Life', highlighting achievements in liver transplant surgery in Egypt. Prominent experts in the field of liver transplant attended the conference, including international specialist Dr Faouzi Saliba, Associate Professor of Gastroenterology and Hepatology at Paul Bruce Hospital in Paris, acclaiming Novartis's CERTICAN® as an FDA approved drug that prevents organ rejection for renal and heart transplant patients.



Energy Workshop for the African Development Bank

Last June, the African Development Bank (AfDB) hosted a high-level workshop in Cairo detailing successful clean technology transfer mechanisms and their potential economic impact. Numerous Egyptian technology experts from academia and the private sector as well as renowned professors and researchers, participated in the event to discuss best practices in clean technology and how they could be implemented in Egypt. By facilitating exchanges from similar emerging economies, this workshop solidifies the position of AfDB as a leading institution in climate innovation and technology transfer.



Novartis Egypt celebrates their Community Partnership Day

Hundreds of Novartis Egypt employees congregated last April for a day to develop and take part in essential social pursuits within the community, contributing their time and effort to commemorate the company's 17th Community Partnership Day. The group paid visits to Al Nour wal Amal Association and Egyptian Food Bank to promote and encourage the necessary role they assume towards the Egyptian society. From advancing social awareness on vital issues, to donating technological equipment to the visually impaired, the Novartis team also helped put together more than 2,000 meals, while arranging essential food provisions and necessities to be distributed to underprivileged families across the country.



Brand Ambassadors



The BlackBerry Ambassador program seeks to identify iconic social figures, based on their social media profiles, renowned status within Egypt's society circles, and of course their association with BB technology, to create exposure and publicity around the brand. MEACoS captured the essence of the program through marking out Deana Shaaban, a prominent fashion designer within the haute couture industry, and Tara Emad, and model-turned-actor, to be the newly appointed Middle East BlackBerry Ambassador as of May 2013. Through their work, extensive media publicity and capacity as social trendsetters, Deana & Tara prove to be great assets to the BlackBerry brand and its success in Egypt.

MEACoS role was to classify and single out their representative Ambassador in the Middle East.

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Moving forward with NOLA Cupcakes, our first BB Ambassador, **NOLA catering now on BBM.**



Thank You!

To produce MEAComS Employee Guidebook, we appointed a top notch HR Consultant firm that understood our challenges, philosophy and work ethics. Special thanks attributed to Rehab Abdel Salam and Mohamed Nabil for delivering a perfect document that reflects what MEAComS truly stands for.

MEAComS has a New Home!

We have been relocated to our new spacious office at:
12, Mohamed Bayoumi st., Behind Almaza Exchange | Ard El Golf, Second Floor, Suite 22 Heliopolis
| Cairo | Egypt.

 <http://www.facebook.com/MEAComS>  <https://twitter.com/MEAComS>  <http://www.youtube.com/user/MEAComSChannel>

We welcomed our client Sarah Mostafa, and media representatives Khaled Baramaway and Rasha Ghanem, in our new office.

Do come by to talk work...or for a friendly chat over a freshly brewed cup of coffee.



Breakfast @ Lojine Consulting!

As a generous and kind gesture from our business partner, Lojine Consulting invited the MEAComS team to a delightful, delicious breakfast to talk over work, life and future prospects.

Stay Tuned!

Our newly revamped website will be up and running very soon. We will send our mailing list a notification with its launch and novel features.



Middle-East and Africa Communications Services

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